

ABSTRACT OF THE DISCLOSURE

A real time, customer specific Web Order Management (WOM) system is disclosed in which a trade customer (buyer) can order products from a large manufacturer or distributor via a computer network such as the public internet. A "firewall" may be provided to keep the system secure. The WOM provides validation to the buyer that the order received from the buyer is a "quality order," which as an example may mean that an entire truckload (in most countries) is being ordered from a single location, such as a distributor or a warehouse. The WOM system may have a global reach and the access for the trade customer is fairly simple, by means of a standard web browser and an Internet Service Provider. Buyers can order at any time when it is convenient for them, and the WOM system will assist the buyer in creating a "quality order" during a single on-line session, so that the buyer is made aware in substantially real time that the order needs to be reworked during the session, or the order can stand as originally entered if it turns out to be a quality order. The WOM system thereby validates the order, essentially in front of the customer/buyer in real time.